NumerAI - Product Requirements Document (PRD)

Executive Summary

Product Name: NumerAI - AI-Powered Numerology Platform
Version: 1.0
Date: November 4, 2025
Status: Development Ready
Development Tool: Qoder IDE

NumerAI is a comprehensive AI-powered numerology platform delivering personalized predictions, daily guidance, remedies, and live consultations across web, Android, and iOS platforms. The platform combines authentic numerological calculations with advanced AI chatbots to provide users with actionable daily guidance, detailed birth chart analysis, and customized spiritual remedies.

Market Context

- India's spiritual tech market valued at $58.56 billion
- Astrology/numerology apps showing 300%+ user growth annually
- Leading competitors (AstroTalk) achieving ₹651 crore revenue in FY24
- High user willingness to pay for personalized spiritual guidance

1. Product Vision & Strategy

Vision Statement

"Democratize access to authentic numerology insights through AI, making personalized spiritual guidance available 24/7 to anyone seeking self-discovery and life direction."

Mission

Enable users to understand their life purpose, make better decisions, and navigate challenges through scientifically-grounded numerological analysis powered by conversational AI.

Core Values

- **Authenticity:** Maintain accuracy of numerological calculations per traditional systems
- **Accessibility:** Make spiritual guidance available to all income levels and tech-savviness levels
- **Privacy:** Protect user data with enterprise-grade security
- **Empowerment:** Provide actionable insights users can implement immediately

- **Community:** Build supportive community of numerology enthusiasts

Business Goals (12 months)

1. Acquire 100,000+ users

2. Achieve 40% 30-day retention rate

3. Generate ₹50 lakhs MRR (Monthly Recurring Revenue)

4. Build marketplace with 50+ certified numerologists

5. Achieve 4.5+ app store rating

6. Expand to 3 regional languages (Hindi, Tamil, Telugu)

Success Metrics

User Metrics

Metric	Target (6 months)	Target (12 months)
Downloads	50,000	200,000
Registered Users	30,000	120,000
Daily Active Users (DAU)	3,000	36,000
Monthly Active Users (MAU)	10,000	84,000
30-day Retention	35%	40%
90-day Retention	20%	25%

Engagement Metrics

Metric	Target
Average Session Length	8+ minutes
Daily Sessions per User	1.5+
Weekly Active Users	60% of MAU
Feature Usage Rate	70%+

Business Metrics

Metric	Target (6 months)	Target (12 months)
Free-to-Paid Conversion	12%	15%
Average Revenue Per User (ARPU)	₹150	₹250
Monthly Recurring Revenue	₹15L	₹50L
Customer Acquisition Cost	₹50	₹40

Metric	Target (6 months)	Target (12 months)
Lifetime Value (LTV)	₹3,000	₹5,000
LTV:CAC Ratio	60:1	125:1

2. Target Audience & User Personas

Primary User Segments

Segment 1: Spiritual Seekers (35% of target users)

- Age: 28-40 years
- Income: ₹40,000-150,000/month
- Motivation: Life direction, career guidance, relationship clarity
- Digital Behavior: Heavy app users, willing to pay for quality
- Pain Points: Overwhelmed by choices, seeking authentic guidance, want daily support

Segment 2: Young Explorers (40% of target users)

- Age: 20-28 years
- Income: ₹20,000-60,000/month
- Motivation: Self-discovery, curiosity, entertainment with spiritual angle
- Digital Behavior: Social media native, value community and sharing
- Pain Points: Limited budget, need education, want fun and engaging experience

Segment 3: Premium Professionals (20% of target users)

- Age: 35-50 years
- Income: ₹150,000+/month
- Motivation: Business decisions, timing, expert consultation
- Digital Behavior: Tech-savvy, time-constrained, value efficiency
- Pain Points: Need expert guidance, require personalized attention, limited free time

Segment 4: Special Use Cases (5% of target users)

- Parents naming newborns
- Couples planning marriage
- Entrepreneurs timing launches
- Real estate/vehicle purchasers

Detailed User Personas

Persona 1: Spiritual Seeker Priya

- Age: 32, Female

- Occupation: Marketing Manager

- Location: Bangalore

- Tech Savviness: High (daily app user)

- Goals: Find career direction, understand relationship patterns, daily spiritual guidance

- Pain Points: Confused career choices, relationship uncertainty, seeking daily clarity

- App Usage: 15-20 minutes daily, prefers push notifications

- Monetization: ₹299-499/month subscription + occasional consultations

- Quote: "I need daily guidance to make better life decisions without constant anxiety"

Persona 2: Curious Rahul

- Age: 24, Male

- Occupation: Software Developer

- Location: Hyderabad

- Tech Savviness: Very High (early adopter)

- Goals: Self-discovery, understand personality, explore numerology, social sharing

- Pain Points: New to numerology, limited budget, wants educational content

- App Usage: 10-15 minutes daily, prefers gamification and social features

- Monetization: ₹99-199/month or ad-supported

- Quote: "I want to understand myself better through numerology and share insights with friends"

Persona 3: Entrepreneur Anjali

- Age: 38, Female

- Occupation: Business Owner

- Location: Mumbai

- Tech Savviness: Medium (functional user)

- Goals: Business decisions, timing ventures, team compatibility, expert consultation

- Pain Points: High-stakes decisions, needs expert guidance, time-constrained

- App Usage: 5-10 minutes daily + 1-2 monthly consultations

- Monetization: ₹999-2999/month + ₹500-2000 per consultation

- Quote: "I need expert numerological guidance for critical business decisions"

3. Core Features & Functionality

Phase 1: MVP Features (Months 1-3)

3.1.1 User Authentication & Profile Management

User Stories:

- As a user, I want to create an account via email/phone/social login so I can save my profile
- As a user, I want to securely store my personal details (DOB, name, phone, vehicle number) so my readings are accurate
- As a user, I want to set my timezone so I receive notifications at optimal times
- As a user, I want to manage privacy settings for my profile and data sharing

Requirements:

- Email/Phone/Google/Apple social authentication
- Email verification via OTP
- Password strength requirements (minimum 8 characters, mixed case, numbers)
- Profile completion flow (mandatory: DOB, name; optional: gender, location, occupation)
- Avatar upload with image compression
- Privacy settings: Public/Friends/Private profile visibility
- Data privacy dashboard showing all stored information
- Account deletion option with 30-day recovery period
- Multi-device login with device management
- Session timeout after 30 minutes of inactivity

3.1.2 Core Numerology Calculations Engine

User Stories:

- As a user, I want my Life Path Number calculated automatically from my birth date
- As a user, I want detailed interpretations of all my core numbers
- As a user, I want to understand the meaning behind my numbers

Requirements:

- Calculate and display 9 core numerology numbers:
  - Life Path Number (most important)
  - Destiny Number
  - Soul Urge Number
  - Personality Number

- Attitude/Sun Number

- Maturity Number

- Balance Number

- Personal Year Number

- Personal Month Number

- Support both Pythagorean and Chaldean systems

- Store calculation metadata (calculation date, system used)

- Provide detailed interpretation for each number (200-300 words)

- Display compatibility matrix for relationships and business

- Show historical trends if user recalculates (with timestamps)

- API integration with Divine API or custom calculation library

- Cache calculations to reduce API calls

- Fallback calculation engine if API is down

- Validation of all inputs before calculation

3.1.3 Birth Chart & Profile Report

User Stories:

- As a user, I want to view my complete birth chart in a visual format

- As a user, I want to download my birth chart as a PDF report

- As a user, I want personalized interpretations of my chart elements

Requirements:

- Visual birth chart display with all core numbers

- Color-coded numbers by category (Life numbers, Compatibility numbers, Challenge numbers)

- Detailed interpretation text for each number section

- Birth chart PDF generation with professional design

- Include user photo in PDF report (optional)

- Chart timestamp and recalculation history

- Export to image format (PNG/JPG)

- Print-optimized layout

- Share birth chart securely with others via unique link

- Version history of charts (track changes if user updates DOB/name)

3.1.4 AI Numerology Chatbot

User Stories:

- As a user, I want to ask questions about my numerology and get instant AI responses
- As a user, I want my chatbot responses to reference my personal numbers
- As a user, I want conversation history saved for future reference

Requirements:

- OpenAI GPT-4 integration with context management
- System prompt configured as expert numerologist with user's full profile context
- Conversation history stored securely (minimum 100 messages per user)
- Response personalization using user's numerological data
- Quote from Destination Number, Life Path, etc. in responses
- Follow-up question suggestions
- Ability to export conversation transcripts
- Conversation search functionality
- Sentiment analysis of user messages to detect distress/urgency
- Response generation timeout (max 30 seconds, with fallback message)
- Rate limiting (20 messages per hour for free tier)
- Moderation filters for harmful content
- Multilingual support (English, Hindi, Tamil, Telugu, Marathi)
- Conversation export to PDF
- Star/favorite important exchanges

3.1.5 Daily Numerology Reading

User Stories:

- As a user, I want to receive personalized daily numerology readings every morning
- As a user, I want actionable guidance for each day
- As a user, I want to view my reading history

Requirements:

- Daily reading generation at 7:00 AM user's timezone
- Reading components:
  - Personal Day Number (1-9, cycling through numerological patterns)
  - Lucky number for the day
  - Lucky color recommendation
  - Auspicious time window

- Activity recommendation based on Personal Day
  - Warning: Tasks to avoid today
  - Affirmation/Mantra for the day
  - One actionable tip specific to user's Life Path
- Readings stored in user dashboard
- 365-day reading history accessible
- Search/filter readings by number
- Share daily reading via social media
- Email delivery option
- Push notification at 7 AM
- Offline access to readings (cached)
- Reading statistics (most common lucky numbers, colors)

3.1.6 Push Notifications & Reminders

User Stories:

- As a user, I want to receive daily morning notifications about my reading
- As a user, I want to customize notification timing and frequency
- As a user, I want to disable notifications for specific categories

Requirements:

- Firebase Cloud Messaging (FCM) integration
- Daily reading notification at 7 AM (user configurable time)
- Weekly prediction notification on Sunday
- Reminder for consulting certified numerologist (weekly, for premium users)
- Special occasion notifications (birthday, new personal year)
- Rich notifications with custom sounds and vibration patterns
- Notification scheduling at timezone-accurate times
- Notification history dashboard
- A/B testing different notification formats
- Analytics on notification click-through rates
- Opt-in/Opt-out per notification type
- Do Not Disturb settings (e.g., no notifications 10 PM - 7 AM)
- Deep linking from notifications to relevant screens

Phase 2: Premium Features (Months 2-4)

3.2.1 Weekly & Monthly Predictions

User Stories:

- As a user, I want weekly forecasts for career, love, and health

- As a user, I want monthly trend analysis

- As a user, I want to plan ahead based on auspicious dates

Requirements:

- Weekly forecast (generated every Sunday for coming week):
  - Career opportunities
  - Relationship dynamics
  - Health recommendations
  - Financial outlook
  - Lucky days for important activities
- Monthly forecast (generated on 1st of every month):
  - Overall month energy based on Personal Month Number
  - Weekly breakdown
  - Key dates to watch
  - Challenges and how to overcome them
  - Recommended remedies
- Yearly forecast (on birthday):
  - Personal Year Number interpretation
  - 12-month breakdown
  - Major milestones and challenges
  - Recommended focus areas
  - Affirmation for the year
- Auspicious date calculator (date selection for important events)
- Compatibility calendar (show compatible days for relationships)
- Trend visualization (charts showing energy patterns)
- Archive of all past forecasts
- Forecast accuracy tracking (user can mark if prediction came true)

3.2.2 Numerology Remedies & Recommendations

User Stories:

- As a user, I want gemstone recommendations based on my chart

- As a user, I want name correction suggestions to improve vibrations

- As a user, I want specific remedies for challenges in my chart

Requirements:

- Gemstone Recommendation Engine:

  - Recommend stones based on weaker numbers

  - Include stone properties, planetary associations, benefits

  - Suggest carat weight, metal for setting, finger to wear

  - Price range and sourcing options

  - Integration with e-commerce partners

  - Purity/authenticity certification info

  - Wearing duration (continuous/periodic)

- Name Correction Service:

  - Analyze current name vibration

  - Generate 10-20 alternative names maintaining same meaning

  - Show numerological value of each option

  - Professional name numerology report PDF

  - Recommendations for name change (legal/personal)

- Personalized Remedies:

  - Identify weaknesses in user's chart

  - Suggest 5-7 specific remedies (gemstones, name changes, lucky colors, foods, practices)

  - Daily practice recommendations (meditations, affirmations)

  - Timing for remedy implementation

  - Effectiveness tracking (user reports improvements)

  - Integration with yoga/meditation apps for practice tracking

- Lucky Color/Number Calendar:

  - Daily lucky colors and why

  - Weekly lucky numbers

  - Monthly power colors

  - Clothing color recommendations

  - Home decor suggestions

  - Lucky number sequences

- Ritual & Meditation Guides:
    - Numerology-aligned meditation scripts
    - Daily mantra based on Personal Day Number
    - Weekly ritual recommendations
    - Seasonal practices
    - Audio meditation files
    - Duration: 5, 10, 15 minute options

3.2.3 Compatibility Analysis

User Stories:

- As a couple, I want to know our relationship compatibility
- As a business owner, I want to know team compatibility
- As a parent, I want compatibility information for naming my child

Requirements:

- Relationship Compatibility:
    - Life Path compatibility score (0-100)
    - Destiny Number compatibility
    - Personal Month compatibility (can relationship improve at certain times)
    - Relationship challenges based on numbers
    - Advice for improving dynamics
    - Best times for major relationship decisions
    - Compatibility with multiple partners (comparison)
- Business Partnership Compatibility:
    - Professional dynamics assessment
    - Strengths and weaknesses when working together
    - Communication style compatibility
    - Financial partnership viability
    - Recommended roles and responsibilities
    - Best timing for joint ventures
- Parental Compatibility:
    - Parent-child number compatibility
    - Educational approach recommendations
    - Personality clash areas
    - Bonding enhancement suggestions

- Friendship Compatibility:
  - Friend matching based on Life Path Numbers
  - Conflict resolution strategies
  - Activity recommendations for friends
- Team Dynamics (for organizations):
  - Team composition analysis
  - Role recommendations
  - Communication patterns
  - Conflict resolution strategies

3.2.4 Advanced Numerology Features

User Stories:

- As a user, I want to understand my Lo Shu Grid
- As a user, I want to know my karmic lessons
- As a user, I want advanced numerological insights

Requirements:

- Lo Shu Grid Analysis:
  - Visual 3x3 grid display of numbers 1-9 from birth date
  - Identify missing numbers
  - Interpret missing number meanings
  - Remedies for missing numbers
  - Repeated number significance
- Karmic Lessons & Karmic Debt:
  - Identify karmic lesson numbers
  - Explain life lessons to learn
  - Karmic debt numbers identification
  - Challenges to overcome in lifetime
  - Growth opportunities
- Advanced Features:
  - Mirror Numbers interpretation (11, 22, 33, etc.)
  - Angel Number meanings
  - Master Numbers significance
  - Hidden Passion Numbers
  - Personality vs Life Path differences

- Personal Challenge Numbers
- Cornerstone and Capstone letters
- Numerology Timeline:
  - Personal year cycles visualization
  - 9-year cycle breakdown
  - Best years for specific activities
  - Challenge years preparation

3.2.5 Numerology for Purchases & Events

User Stories:

- As a user buying a house, I want an auspicious date
- As a user buying a vehicle, I want numerology guidance
- As an event planner, I want auspicious dates for my event

Requirements:

- Vehicle Number Analysis:
  - Analyze vehicle registration number for luck/safety
  - Recommend lucky number plate options
  - Advice for existing vehicles
  - Best times to buy/sell vehicles
  - Compatibility with owner's numbers
- Property/House Number Analysis:
  - Analyze house/flat number for luck and energy
  - Identify if compatible with resident's numbers
  - Vastu/numerology combined recommendations
  - Room number optimization suggestions
  - Auspicious date for entering new home
- Event Date Selection:
  - Find auspicious dates for:
    - Weddings
    - Business launches
    - Housewarming
    - Travel
    - Medical procedures
    - Important meetings

- Avoid inauspicious dates
- Time selection recommendations
- Business Number Analysis:
  - Analyze business registration number
  - Company name numerology
  - Business launch date optimization
  - Annual business predictions

3.2.6 Live Consultant Booking System

User Stories:

- As a premium user, I want to book consultations with certified numerologists
- As a numerologist, I want to manage my bookings and consultations
- As a user, I want to access previous consultation notes

Requirements:

- Consultant Management:
  - Onboarding and verification of numerologists
  - Profile creation with credentials display
  - Availability scheduling
  - Rate setting (per hour/session)
  - Calendar integration (Google Calendar, Outlook)
  - Time zone management
- Booking System:
  - Browse consultants by rating, experience, specialization
  - View consultant availability
  - Book consultations (chat, audio, video)
  - Automatic calendar sync
  - Booking confirmation via email/SMS
  - Waitlist management
- Consultation Features:
  - Video consultation via Twilio/Jitsi Meet
  - Screen sharing for chart discussion
  - Chat during consultation
  - Recording option (with user consent)
  - Session timer and automatic end

- Post-consultation notes and recommendations
- Payment Integration:
  - Stripe/Razorpay integration for consultant payments
  - Commission structure (70% consultant, 30% platform)
  - Payout management
  - Invoice generation
  - Secure payment processing
- Review System:
  - 5-star rating and reviews
  - Review verification (only users who booked can review)
  - Response mechanism for consultants
  - Review moderation
- User Dashboard:
  - Consultation history
  - Upcoming consultations
  - Previous consultation notes
  - Favorite consultants
  - Consultation recordings library
  - Refund requests (within 24 hours of booking)

Phase 3: Community & Advanced Features (Months 3-5)

3.3.1 Community Features

User Stories:

- As a user, I want to connect with others interested in numerology
- As a user, I want to share my insights and learn from others
- As a user, I want to find people with compatible numbers

Requirements:

- User Profiles:
  - Public numerology profile display
  - Privacy options (public/friends/private)
  - Follow/unfollow functionality
  - User badges (active participant, verified numerologist, etc.)
  - Connection through Life Path numbers
- Forum & Discussions:

- Topic-based forums (Relationships, Career, Spirituality, etc.)
- Thread creation and discussion
- Like and award functionality
- Moderation tools (report, block, mute)
- Pinned popular discussions
- Search within forums

- Numerology Groups:
  - Create/join groups by interests (Life Path 1s, Career Focus, etc.)
  - Group chat and discussions
  - Group events (webinars, challenges)
  - Admin management
  - Membership approval options

- User-Generated Content:
  - Blog posts about numerology
  - Experience sharing
  - Success stories
  - Tip and tricks
  - Curated content by experts

- Social Sharing:
  - Share readings, insights on social media
  - Shareable graphics from readings
  - Referral codes for sharing
  - Social badges for sharing

3.3.2 Gamification Elements

User Stories:

- As a user, I want to earn points and badges for engagement
- As a user, I want to compete with friends on numerology challenges
- As a user, I want daily motivation through gamification

Requirements:

- Points & Rewards System:
  - Points for daily check-ins (+10)
  - Points for reading complete profile (+5)
  - Points for consultations (+50)

- Points for creating community posts (+25)

- Points for helpful forum answers (+15)

- Leaderboard display (weekly, monthly, all-time)

- Redemption: Points to discounts, premium features

- Badges & Achievements:

  - Daily Devotee (7-day streak)

  - Week Warrior (14-day streak)

  - Month Master (30-day consecutive days)

  - Numerology Scholar (read 10+ feature articles)

  - Community Helper (50 helpful forum posts)

  - Consultant Seeker (5+ consultations)

  - Gem Collector (recommended 3+ remedies)

  - Verified Numerologist (professional badge)

- Challenges:

  - Weekly numerology challenge (guess a person's Life Path)

  - Monthly prediction accuracy challenge

  - Meditation streak challenge

  - Community challenges (fundraise for charity, etc.)

  - Personal challenges (achieve goals identified in readings)

- Streaks & Progress:

  - Daily check-in streak

  - Consultation completion streak

  - Meditation practice streak

  - Visible progress bars

  - Streak notifications and encouragement

3.3.3 Content Hub & Learning

User Stories:

- As a beginner, I want to learn fundamentals of numerology

- As an advanced user, I want to access expert content

- As a user, I want video tutorials and courses

Requirements:

- Educational Content:

  - Blog articles (50+ initial articles)

- Video tutorials (YouTube integration)

- Webinars with experts (monthly)

- E-books about numerology (downloadable PDFs)

- Podcast integration

- Numerology 101 beginner course

- Advanced techniques course

- Content Categories:

  - Numerology fundamentals

  - Career and finance numerology

  - Relationship numerology

  - Health and wellness numerology

  - Spirituality and meditation

  - Ancient wisdom and history

  - Case studies and success stories

- Expert Contributors:

  - Guest articles from certified numerologists

  - Expert Q&A sessions

  - Live streams with numerology experts

  - Certification programs

3.3.4 Personalized Recommendations Engine

User Stories:

- As a user, I want recommendations for activities based on my numbers

- As a user, I want product recommendations aligned with my numerology

- As a user, I want to receive timely suggestions

Requirements:

- Activity Recommendations:

  - Suggest meditation based on Personal Month Number

  - Recommend reading material based on Life Path Number

  - Suggest career paths based on Destiny Number

  - Dating suggestions based on compatibility numbers

- Product Recommendations:

  - Gemstone products from partners

  - Spiritual books

- Meditation apps
- Yoga classes
- Wellness services
- Affiliate Integration:
  - Partner with spiritual product brands
  - 15-25% commission structure
  - Product tracking and analytics
  - Revenue sharing with contributors

4. User Stories & Use Cases

Critical Use Cases

Use Case 1: New User Onboarding

Actor: New User
Preconditions: Has smartphone or computer, knows their birth date

Main Flow:

1. User downloads app or visits website
2. User sees welcome screen with app overview
3. User clicks "Sign Up"
4. User enters email, phone, and password
5. User verifies email/phone via OTP
6. User completes profile (DOB, full name, gender)
7. System calculates numerology numbers
8. System shows initial birth chart and Life Path explanation
9. User sets notification preferences
10. User receives first daily reading

Alternative Flows:

- User uses social login (Google, Apple)
- User skips profile completion, completes later
- User enters wrong DOB, receives confirmation prompt to correct

Postconditions: User has account, has received first reading, knows their Life Path Number

Use Case 2: Daily Reading Consumption

Actor: Registered User
Preconditions: User has completed profile

Main Flow:

1. User opens app in morning

2. System detects user timezone

3. System calculates Personal Day Number

4. System displays today's reading with:

    - Day number and meaning

    - Lucky number and color

    - Auspicious time window

    - Daily affirmation

    - One actionable tip

5. User can view full reading or collapse for quick preview

6. User can save reading to favorites

7. User can share reading on social media

8. System stores reading in user's history

Alternative Flows:

- User hasn't enabled notifications, receives push at 7 AM reminding them

- User opens app in afternoon/evening, still gets fresh daily reading

- User requests regenerated reading (once per day)

Postconditions: User has viewed daily reading, daily reading stored in history

Use Case 3: Getting AI Chatbot Assistance

Actor: User wanting guidance
Preconditions: User has active account and basic numerology profile

Main Flow:

1. User navigates to "Chat with AI Numerologist"

2. System loads previous conversation or starts new

3. User types question (e.g., "Why am I facing career challenges?")

4. System sends question to OpenAI with user's numerology context

5. System receives response from AI

6. AI response displays, mentioning user's numbers

7. System suggests 2-3 follow-up questions

8. User clicks follow-up or types new question

9. Conversation continues (up to 20 messages/hour for free users)

10. User can export conversation as PDF

Alternative Flows:

- User has limited access (free tier, only 5 messages/day)

- AI detects urgent/distressed message, escalates to human consultant

- User wants to share conversation, gets shareable link

Postconditions: User received personalized guidance, conversation saved in history

Use Case 4: Booking Consultant Consultation

Actor: Premium User wanting expert guidance
Preconditions: User has active premium subscription

Main Flow:

1. User navigates to "Book Consultant"

2. System displays available numerologists with ratings

3. User filters by specialization (career, relationships, etc.)

4. User selects consultant and views availability

5. User chooses date, time, and consultation type (chat/voice/video)

6. System processes payment (₹500-2000 depending on consultant)

7. System sends booking confirmation to user and consultant

8. At consultation time, system initiates video call (or chat link)

9. User and consultant interact (screen sharing available)

10. Consultant takes notes visible to user

11. System ends session automatically after time limit

12. User receives post-consultation notes and recommendations

13. User can rate consultant and write review

Alternative Flows:

- User cancels booking (refund if within 24 hours)

- Consultant reschedules due to emergency

- User requests recording for later reference

- User extends session for additional time

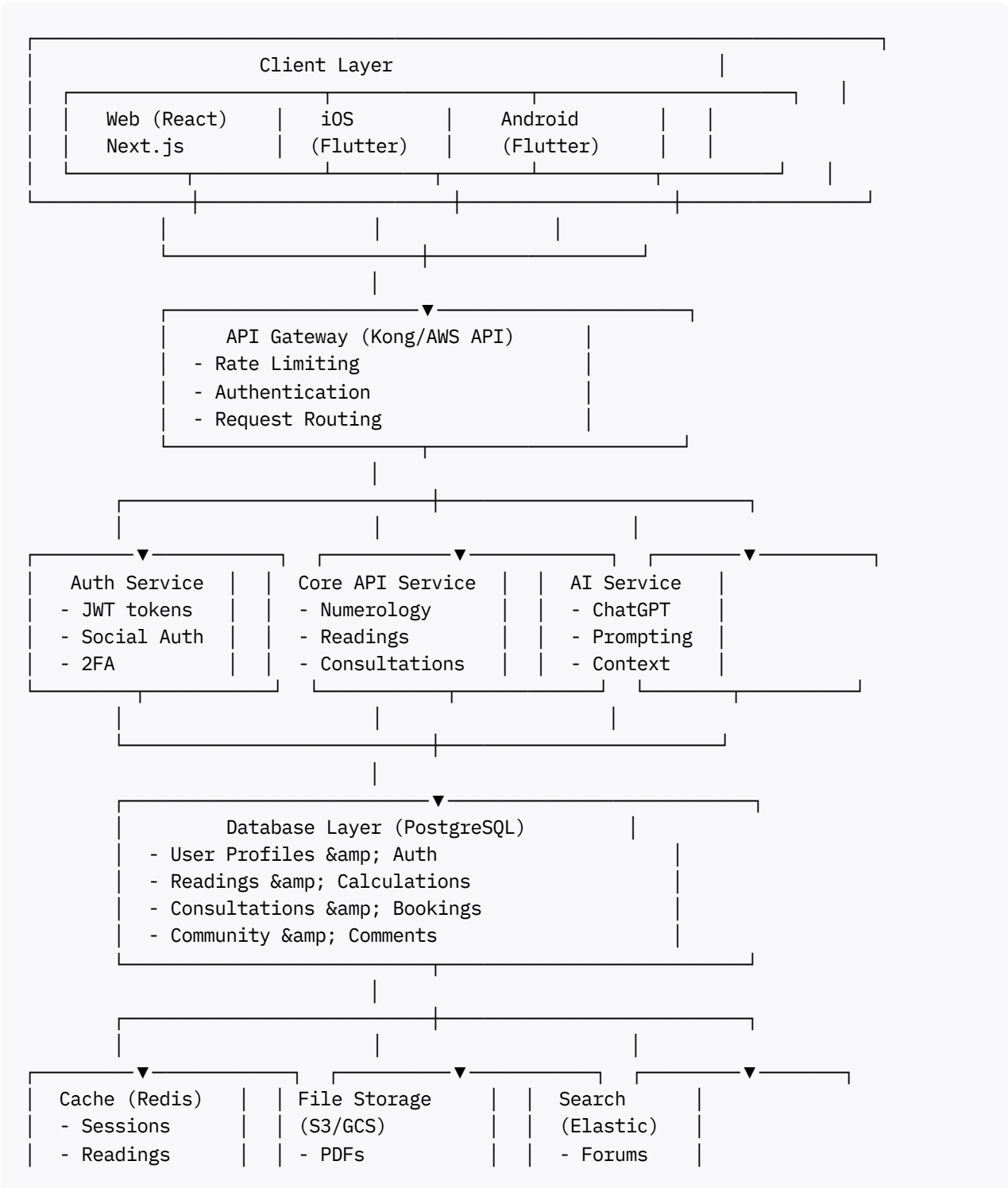**Postconditions:** Consultation completed, notes saved, payment processed

Detailed User Stories

User Story	Priority	Description	Acceptance Criteria
As a user, I want to quickly see my birth chart	High	Display complete birth chart immediately after profile completion	1. Chart loads within 2 seconds 2. Shows all 9 core numbers 3. Color-coded by category 4. Includes interpretations
As a user, I want daily guidance without opening app	High	Push notification at consistent time	1. Notification sent at 7 AM user's timezone 2. Contains actionable message 3. User can customize time 4. Toggleable by category
As a user, I want to understand my life purpose	High	Destiny Number detailed interpretation	1. Clear explanation of Destiny Number 2. Life path implications 3. Career suggestions 4. Implementation steps
As a user, I want relationship insights	Medium	Compatibility analysis with partner	1. Input partner's birth date 2. Calculate compatibility score 3. Show specific compatibility areas 4. Provide relationship advice
As a user, I want to improve my luck	Medium	Gemstone and remedy recommendations	1. Personalized recommendations 2. Explain why each remedy 3. Sourcing options shown 4. E-commerce links provided
As a user, I want to plan important events	Medium	Auspicious date finder	1. Select event type 2. Show 10 auspicious dates 3. Include time recommendations 4. Export calendar invite
As a premium user, I want expert guidance	High	Live consultant marketplace	1. Browse 20+ consultants 2. Filter by specialization 3. Book video consultation 4. Receive notes post-session
As a user, I want to track my progress	Low	Journey tracking and statistics	1. Show reading frequency 2. Display insights discovered 3. Recommendations acted upon 4. Goals achieved
As a user, I want community connection	Low	Forum and discussion features	1. Create discussion threads 2. Comment and like posts 3. Award helpful responses 4. Moderation tools available

User Story	Priority	Description	Acceptance Criteria
As a consultant, I want to manage bookings	High	Consultant dashboard	1. Calendar view of bookings 2. Client management 3. Payment tracking 4. Availability management

5. Technical Architecture & Requirements

5.1 Architecture Overview

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┌─────────────────────────────────────────────────────────┐
│                    Client Layer                    │      │
│   ┌──────────────────────────────────────────────┐ │      │
│   │   Web (React)   │    iOS     │   Android     │ │      │
│   │   Next.js       │  (Flutter) │   (Flutter)   │ │      │
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                    │   API Gateway (Kong/AWS API) │
                    │   - Rate Limiting            │
                    │   - Authentication           │
                    │   - Request Routing          │
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           │                       │                    │
   ┌───────▼──────┐        ┌───────▼──────────┐  ┌──────▼──────┐
   │  Auth Service │        │ Core API Service │  │  AI Service │
   │  - JWT tokens │        │  - Numerology    │  │  - ChatGPT  │
   │  - Social Auth│        │  - Readings      │  │  - Prompting│
   │  - 2FA        │        │  - Consultations │  │  - Context  │
   └───────┬───────┘        └───────┬──────────┘  └──────┬──────┘
           │                        │                    │
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                                    │
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                    │   Database Layer (PostgreSQL)        │
                    │   - User Profiles &amp; Auth            │
                    │   - Readings &amp; Calculations          │
                    │   - Consultations &amp; Bookings         │
                    │   - Community &amp; Comments             │
                    └───────────────┬─────────────────────┘
                                    │
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           │                        │                    │
   ┌───────▼──────┐        ┌───────▼──────────┐  ┌──────▼──────┐
   │  Cache (Redis)│        │  File Storage    │  │  Search     │
   │  - Sessions   │        │  (S3/GCS)        │  │  (Elastic)  │
   │  - Readings   │        │  - PDFs          │  │  - Forums   │
   └───────────────┘        └──────────────────┘  └─────────────┘
```

```
  |   - User Data      |   | - Images        |   |  - Profiles   |
  |_____|   |_____|   |_____|
```

5.2 Technology Stack

Frontend

Web Application:

- Framework: Next.js 14+ (React 18)

- Language: TypeScript

- State Management: Zustand or Redux Toolkit

- UI Components: Shadcn/ui, Tailwind CSS

- Forms: React Hook Form + Zod validation

- Charts: Recharts, Chart.js

- Video: Twilio Programmable Video SDK

- Real-time: Socket.io client

- Build Tool: Vite (via Next.js)

- Testing: Vitest, React Testing Library

- E2E Testing: Playwright

Mobile Applications:

- Framework: Flutter 3.10+ (cross-platform iOS/Android)

- Language: Dart

- State Management: Riverpod or Provider

- Local Database: SQLite with sqflite

- Video: Twilio Flutter SDK

- Push Notifications: Firebase Cloud Messaging (FCM)

- Local Storage: Flutter Secure Storage

- API Client: Dio with interceptors

- Testing: flutter_test

Backend

API Server:

- Runtime: Node.js 18+ or Python 3.11+

- Framework: Express.js (Node) or FastAPI (Python)

- Language: TypeScript (preferred for type safety)

- ORM: Prisma or SQLAlchemy

- Authentication: JWT (jsonwebtoken), OAuth2

- API Documentation: OpenAPI/Swagger

- Validation: Zod or Pydantic

- Caching: Redis with ioredis

- Task Queue: Bull (Redis-based) or Celery

- Logging: Winston or Python logging

- Monitoring: DataDog or New Relic

Microservices:

- AI Service: FastAPI (Python) for ChatGPT integration

- Numerology Service: Express.js for calculations

- Consultation Service: Node.js for booking/video

- Notification Service: Node.js for FCM/email

Database

- **Primary Database:** PostgreSQL 14+ (relational data)
  - User profiles and authentication
  - Readings and calculations
  - Consultations and bookings
  - Community discussions

- **Cache Layer:** Redis 7+ (in-memory data store)
  - Session storage
  - Calculated readings (TTL: 24 hours)
  - Rate limiting counters
  - User preference cache

- **Full-Text Search:** Elasticsearch 8+ or Meilisearch
  - Forum content search
  - User profile search
  - Consultant search

- **File Storage:** AWS S3 or Google Cloud Storage
  - User profile pictures
  - Generated PDF reports
  - Consultation recordings
  - Blog article images

Third-Party Services & APIs

Service	Purpose	Alternative
OpenAI API (GPT-4)	AI Chatbot	Anthropic Claude, Google PaLM
Firebase Cloud Messaging (FCM)	Push Notifications	AWS SNS, OneSignal
Stripe / Razorpay	Payment Processing	PayPal, Instamojo
Twilio Video	Video Consultations	Jitsi, Daily.co
Divine API / Numerology API	Calculations	Custom engine
Google Analytics	Usage Analytics	Mixpanel, Amplitude
SendGrid / AWS SES	Email Service	Mailgun, Postmark
Sentry	Error Tracking	Rollbar, Bugsnag
Auth0 / Firebase Auth	Authentication	Supabase Auth

5.3 Data Models & Database Schema

Core User Entity

```
users:
  - id: UUID (Primary Key)
  - email: VARCHAR (unique)
  - phone: VARCHAR (unique, optional)
  - password_hash: VARCHAR
  - full_name: VARCHAR
  - date_of_birth: DATE
  - gender: ENUM (male, female, other, prefer_not_to_say)
  - profile_picture_url: VARCHAR (optional)
  - timezone: VARCHAR (default: Asia/Kolkata)
  - location: VARCHAR (optional)
  - occupation: VARCHAR (optional)
  - bio: TEXT (optional)
  - is_premium: BOOLEAN (default: false)
  - premium_expiry: TIMESTAMP (nullable)
  - subscription_plan: ENUM (free, basic, premium, elite, null)
  - is_consultant: BOOLEAN (default: false)
  - consultant_specialization: VARCHAR[] (optional)
  - consultant_bio: TEXT (optional)
  - consultant_hourly_rate: DECIMAL (optional)
  - is_verified: BOOLEAN (default: false)
  - created_at: TIMESTAMP
  - updated_at: TIMESTAMP
  - last_login: TIMESTAMP
  - is_active: BOOLEAN (default: true)
```

Numerology Profile Entity

```
numerology_profiles:
  - id: UUID (Primary Key)
  - user_id: UUID (Foreign Key → users)
  - life_path_number: INTEGER (1-9)
  - destiny_number: INTEGER (1-9)
  - soul_urge_number: INTEGER (1-9)
  - personality_number: INTEGER (1-9)
  - attitude_number: INTEGER (1-9)
  - maturity_number: INTEGER (1-9)
  - balance_number: INTEGER (1-9)
  - personal_year_number: INTEGER (1-9)
  - personal_month_number: INTEGER (1-9)
  - personal_day_number: INTEGER (1-9)
  - lo_shu_grid: JSON (stores grid and missing numbers)
  - karmic_lessons: INTEGER[] (numbers representing lessons)
  - karmic_debts: INTEGER[] (numbers representing debts)
  - calculation_system: ENUM (pythagorean, chaldean)
  - last_calculated: TIMESTAMP
  - created_at: TIMESTAMP
  - updated_at: TIMESTAMP
```

Daily Reading Entity

```
daily_readings:
  - id: UUID (Primary Key)
  - user_id: UUID (Foreign Key → users)
  - reading_date: DATE (unique per user)
  - personal_day_number: INTEGER
  - lucky_number: INTEGER
  - lucky_color: VARCHAR
  - auspicious_time: VARCHAR
  - activity_recommendation: TEXT
  - warning: TEXT
  - affirmation: TEXT
  - actionable_tip: TEXT
  - generated_at: TIMESTAMP
  - viewed_at: TIMESTAMP (nullable)
  - is_shared: BOOLEAN (default: false)
```

AI Conversation Entity

```
ai_conversations:
  - id: UUID (Primary Key)
  - user_id: UUID (Foreign Key → users)
  - messages: JSON[] (array of message objects)
  - conversation_started: TIMESTAMP
  - last_message_time: TIMESTAMP
  - message_count: INTEGER
  - is_active: BOOLEAN (default: true)
```

```
  - summary: TEXT (optional AI-generated summary)
  - is_archived: BOOLEAN (default: false)
```

Consultation Entity

```
consultations:
  - id: UUID (Primary Key)
  - user_id: UUID (Foreign Key → users)
  - consultant_id: UUID (Foreign Key → users where is_consultant = true)
  - scheduled_time: TIMESTAMP
  - duration_minutes: INTEGER (30, 60, 90)
  - consultation_type: ENUM (chat, audio, video)
  - status: ENUM (scheduled, in_progress, completed, cancelled)
  - session_url: VARCHAR (nullable - video call link)
  - consultation_notes: TEXT (set by consultant)
  - user_notes: TEXT (set by user)
  - amount_paid: DECIMAL
  - platform_commission: DECIMAL (30% of amount_paid)
  - consultant_earnings: DECIMAL (70% of amount_paid)
  - payment_status: ENUM (pending, completed, refunded)
  - is_recorded: BOOLEAN (default: false)
  - recording_url: VARCHAR (nullable)
  - rating: INTEGER (1-5, nullable)
  - review: TEXT (nullable)
  - created_at: TIMESTAMP
  - updated_at: TIMESTAMP
```

Community Forum Entity

```
forum_posts:
  - id: UUID (Primary Key)
  - user_id: UUID (Foreign Key → users)
  - title: VARCHAR (required)
  - content: TEXT (required)
  - category: ENUM (relationships, career, spirituality, health, general)
  - tags: VARCHAR[] (array of tags)
  - likes_count: INTEGER (default: 0)
  - comments_count: INTEGER (default: 0)
  - views_count: INTEGER (default: 0)
  - is_pinned: BOOLEAN (default: false)
  - is_locked: BOOLEAN (default: false)
  - created_at: TIMESTAMP
  - updated_at: TIMESTAMP

forum_comments:
  - id: UUID (Primary Key)
  - post_id: UUID (Foreign Key → forum_posts)
  - user_id: UUID (Foreign Key → users)
  - parent_comment_id: UUID (nullable, for nested replies)
  - content: TEXT
  - likes_count: INTEGER (default: 0)
  - is_accepted_answer: BOOLEAN (default: false)
```

```
    - created_at: TIMESTAMP
    - updated_at: TIMESTAMP
```

Subscription & Billing Entity

```
subscriptions:
  - id: UUID (Primary Key)
  - user_id: UUID (Foreign Key → users)
  - plan_type: ENUM (basic, premium, elite)
  - billing_cycle: ENUM (monthly, quarterly, annual)
  - amount: DECIMAL
  - status: ENUM (active, paused, cancelled, expired)
  - stripe_subscription_id: VARCHAR
  - start_date: DATE
  - end_date: DATE
  - auto_renew: BOOLEAN (default: true)
  - next_billing_date: DATE
  - created_at: TIMESTAMP
  - updated_at: TIMESTAMP

billing_history:
  - id: UUID (Primary Key)
  - subscription_id: UUID (Foreign Key → subscriptions)
  - amount: DECIMAL
  - status: ENUM (pending, paid, failed, refunded)
  - transaction_date: DATE
  - payment_method: VARCHAR
  - stripe_payment_id: VARCHAR
  - created_at: TIMESTAMP
```

5.4 API Specifications

Authentication Endpoints

```
POST /api/v1/auth/register
- Request: { email, password, phone?, full_name, date_of_birth }
- Response: { user_id, email, access_token, refresh_token }
- Status: 201 Created

POST /api/v1/auth/login
- Request: { email, password }
- Response: { user_id, access_token, refresh_token, user_profile }
- Status: 200 OK

POST /api/v1/auth/verify-otp
- Request: { email, otp }
- Response: { verified: true, access_token }
- Status: 200 OK

POST /api/v1/auth/refresh-token
- Request: { refresh_token }
- Response: { access_token }
```

```
- Status: 200 OK

POST /api/v1/auth/logout
- Headers: Authorization: Bearer {token}
- Response: { message: "Logged out successfully" }
- Status: 200 OK
```

Numerology Endpoints

```
GET /api/v1/numerology/profile
- Headers: Authorization: Bearer {token}
- Response: { life_path, destiny_number, all core numbers, interpretations }
- Status: 200 OK

GET /api/v1/numerology/daily-reading?date=2025-11-04
- Headers: Authorization: Bearer {token}
- Response: { personal_day_number, lucky_number, lucky_color, affirmation, tip }
- Status: 200 OK

POST /api/v1/numerology/compatibility
- Headers: Authorization: Bearer {token}
- Request: { other_user_id or other_birth_date }
- Response: { compatibility_score, life_path_compat, analysis, advice }
- Status: 200 OK

POST /api/v1/numerology/remedies
- Headers: Authorization: Bearer {token}
- Response: { gemstones, name_corrections, lucky_items, practices, meditations }
- Status: 200 OK

GET /api/v1/numerology/predictions?type=weekly|monthly|yearly
- Headers: Authorization: Bearer {token}
- Response: { predictions array, key_dates, challenges, opportunities }
- Status: 200 OK
```

AI Chatbot Endpoints

```
POST /api/v1/ai/chat
- Headers: Authorization: Bearer {token}
- Request: { message: string }
- Response: { response: string, suggested_followups: array }
- Status: 200 OK

GET /api/v1/ai/conversation-history?limit=50
- Headers: Authorization: Bearer {token}
- Response: { messages: array, total_count: number }
- Status: 200 OK

POST /api/v1/ai/export-conversation
- Headers: Authorization: Bearer {token}
- Response: { file_url: string (PDF) }
- Status: 200 OK
```

Consultation Endpoints

```
GET /api/v1/consultations/consultants?specialization=career
- Headers: Authorization: Bearer {token}
- Response: { consultants: array, total_count, page_info }
- Status: 200 OK

GET /api/v1/consultations/availability?consultant_id={id}
- Response: { available_slots: array }
- Status: 200 OK

POST /api/v1/consultations/book
- Headers: Authorization: Bearer {token}
- Request: { consultant_id, date_time, duration, type }
- Response: { consultation_id, booking_confirmed, session_url }
- Status: 201 Created

GET /api/v1/consultations/{id}
- Headers: Authorization: Bearer {token}
- Response: { consultation details, notes, recordings }
- Status: 200 OK

POST /api/v1/consultations/{id}/rate
- Headers: Authorization: Bearer {token}
- Request: { rating: 1-5, review: string }
- Response: { review_created: true }
- Status: 200 OK
```

Payment Endpoints

```
POST /api/v1/payments/create-intent
- Headers: Authorization: Bearer {token}
- Request: { plan_type, billing_cycle }
- Response: { client_secret, amount, currency }
- Status: 200 OK

POST /api/v1/payments/webhook/stripe
- Request: Stripe event payload
- Response: { received: true }
- Status: 200 OK

GET /api/v1/payments/subscription-status
- Headers: Authorization: Bearer {token}
- Response: { plan, expiry_date, auto_renew_status, next_billing_date }
- Status: 200 OK
```

6. UI/UX & Design Requirements

6.1 Design System

Color Palette

- **Primary Purple:** #7C3AED (main brand color, numerology mystique)

- **Secondary Gold:** #F59E0B (prosperity, luck)

- **Accent Blue:** #3B82F6 (trust, insight)

- **Background Light:** #F9FAFB (clean, spacious)

- **Text Dark:** #1F2937 (excellent readability)

- **Success Green:** #10B981 (positive actions)

- **Warning Orange:** #EF4444 (alerts, challenges)

Typography

- **Display Font:** Poppins (headings, modern but friendly)

- **Body Font:** Inter (excellent readability on screen)

- **Monospace:** JetBrains Mono (code, numbers)

Component Library

- Use Shadcn/ui for web (React)

- Flutter Material Design for mobile

- Consistent spacing using 4px grid (4, 8, 12, 16, 24, 32px)

- Consistent border radius (4px, 8px, 12px, 16px)

6.2 Key Screens & Wireframes

Screen 1: Onboarding Welcome Screen

- Hero image with spiritual theme

- App tagline: "Discover Your Life's Numerological Blueprint"

- Two CTAs: "Sign In" and "Create Account"

- Social login options (Google, Apple)

Screen 2: Birth Chart Display

- Prominent display of Life Path Number (large, centered, colorful)

- 3x3 grid showing all core numbers with color coding

- Interpretation text below

- "Learn More" expandable sections

- Download PDF button

- Share button

Screen 3: Daily Reading Feed

- Card-based layout

- Today's reading highlighted at top

- Previous readings in chronological order (scrollable)

- Each card shows: Date, Personal Day Number, Lucky Color, Quick Insight

- Tap to expand full reading

- Like/Share/Archive actions

Screen 4: AI Chat Interface

- Chat bubble interface (user messages right-aligned, AI left-aligned)

- User's numerology profile visible in sidebar on web

- Message input with character counter

- Suggested follow-up questions visible after AI response

- Conversation history accessible

- Export option

Screen 5: Consultant Booking

- List of consultants with avatar, name, rating, specialty

- Filter options (specialty, language, rating)

- Consultant detail modal with bio, availability calendar

- Time slot picker (shows only available slots)

- Duration selector

- Payment summary before confirmation

Screen 6: Community Forum

- Topic categories at top

- Latest posts feed

- Create new post button (floating action)

- Each post shows: Author, Title, Category, Likes, Comments, Views

- Comment and like actions in post detail

6.3 Mobile App UI Flows

- **Bottom Navigation:** Home, Readings, Chat, Consultations, Profile (5 tabs)
- **Side Menu:** Settings, Language, Account, Support, About
- **Persistent Header:** Back button, Page title, Settings/Actions menu
- **Swipe Gestures:** Swipe back to go to previous screen
- **Long Press:** Show options menu on posts/readings

7. Monetization Strategy

7.1 Subscription Tiers

Feature	Free	Basic (₹199/mo)	Premium (₹499/mo)	Elite (₹999/mo)
Daily Readings	✓	✓	✓	✓
Birth Chart	✓	✓	✓	✓
AI Chat Messages/day	5	20	Unlimited	Unlimited
Weekly/Monthly Predictions		✓	✓	✓
Detailed Remedies		✓	✓	✓
Compatibility Analysis			✓	✓
Consultant Booking		1/month	4/month	Unlimited
Consultant Discount				15% off
Premium Content			✓	✓
PDF Reports			✓	✓
Ad-Free Experience		✓	✓	✓
Name Correction Service			₹999 extra	Free/month
Priority Support				✓
Suggested Price	Free	₹199/month	₹499/month	₹999/month

7.2 Revenue Streams

Revenue Stream 1: Subscriptions (40% of revenue)

- **Pricing Strategy:** Freemium with paid upgrades
- **Target:** 15% conversion rate from free to paid
- **LTV:** ₹5,000-7,000 per paying user annually

Revenue Stream 2: Consultant Marketplace (35% of revenue)

- **Commission:** 30% of consultation fees
- **Consultant Range:** ₹500-3,000 per 60-minute session
- **Expected Sessions:** 50-100 per month by month 12
- **Platform Take:** ₹7,500-30,000/month

Revenue Stream 3: In-App Purchases (15% of revenue)

- **Detailed Reports:** ₹299-999 per report
- **Name Correction Service:** ₹999-1,999
- **Gemstone Recommendations:** ₹499-2,499
- **Personalized Remedy Packages:** ₹1,999-9,999

Revenue Stream 4: E-Commerce & Affiliate (10% of revenue)

- **Gemstone Shop:** 20% margin on sales
- **Affiliate Commissions:** 15-25% from partner brands
- **Featured Products:** ₹5,000-20,000/month from brands

7.3 Financial Projections (12 months)

Month	Users	Paid Users	MRR	Expenses	Profit/Loss
1	2,000	100	₹15,000	₹8,00,000	-₹7,85,000
2	5,000	350	₹50,000	₹9,00,000	-₹8,50,000
3	10,000	900	₹1,25,000	₹9,50,000	-₹8,25,000
4	20,000	2,500	₹3,50,000	₹10,00,000	-₹6,50,000
5	35,000	4,500	₹6,00,000	₹10,50,000	-₹4,50,000
6	50,000	7,000	₹9,00,000	₹11,00,000	-₹2,00,000
7	70,000	10,000	₹13,00,000	₹11,50,000	₹1,50,000
8	90,000	13,000	₹16,50,000	₹12,00,000	₹4,50,000
9	110,000	16,500	₹21,00,000	₹12,50,000	₹8,50,000
10	140,000	20,000	₹25,00,000	₹13,00,000	₹12,00,000
11	170,000	24,000	₹30,00,000	₹13,50,000	₹16,50,000
12	200,000	30,000	₹40,00,000	₹14,00,000	₹26,00,000

8. Development Roadmap

Timeline Overview

Total Duration: 9 months
Team Size: 8-10 developers (solopreneur starting, expanding with contractors)

Phase 1: Foundation (Weeks 1-8) - MVP Development

Week 1-2: Project Setup & Architecture

- Qoder IDE setup and project initialization

- Create project templates for React/Flutter/Node.js

- Set up GitHub repositories

- Configure CI/CD pipelines (GitHub Actions)

- Database schema design and setup

- API documentation structure (OpenAPI/Swagger)

Deliverables:

- Project repos ready

- Initial database schema

- Development environment documented

- API design document

Week 3-4: Authentication & User Management

- Implement user registration/login endpoints

- JWT token implementation

- Social login (Google, Apple)

- Email/SMS OTP verification

- Password reset functionality

- User profile management endpoints

- Web and mobile authentication UI

Deliverables:

- Working authentication system

- Login/signup screens on web and mobile

- Profile setup flow

Week 5-6: Numerology Engine & Calculations

- Integrate Divine API or build custom calculation engine
- Implement core number calculations (9 main numbers)
- Birth chart generation
- Store calculations in database
- Implement caching for calculations
- API endpoints for numerology data
- Birth chart visualization UI

Deliverables:

- Accurate numerology calculations
- Birth chart display on all platforms
- Numerology API endpoints

Week 7-8: Daily Readings & Push Notifications

- Implement daily reading generation logic
- Firebase Cloud Messaging setup
- Scheduled notification system (cron jobs)
- Daily reading UI screens
- Notification preference settings
- Reading history management

Deliverables:

- Daily readings generating automatically
- Push notifications working
- Reading history accessible

Phase 2: Core Features (Weeks 9-16) - Premium Features

Week 9-10: AI Chatbot Integration

- OpenAI API integration
- Prompt engineering for numerology expert persona
- Conversation history storage
- Context management (user's numerology profile)
- Rate limiting and quota management
- Chat UI with conversation history
- Export conversation as PDF

Deliverables:

- Working AI chat on all platforms
- Personalized responses based on user profile
- Conversation history and export

Week 11-12: Advanced Readings (Weekly/Monthly/Yearly)

- Implement weekly forecast generation
- Monthly prediction logic
- Yearly forecast on birthday
- Auspicious date calculator
- Remedies recommendation engine
- Gemstone recommendation logic
- Name correction service
- UI screens for all forecast types

Deliverables:

- Weekly/monthly/yearly forecasts
- Remedies and recommendations
- Auspicious date finder

Week 13-14: Consultant Marketplace - Phase 1

- Consultant onboarding flow
- Consultant profile management
- Availability calendar system
- Booking system backend
- Payment integration (Stripe/Razorpay)
- Email notifications for bookings
- Consultant and user dashboards

Deliverables:

- Consultant can be onboarded
- Users can browse and book consultants
- Payment processing working

Week 15-16: Video Consultations

- Twilio Video SDK integration
- Session management
- Recording functionality
- Post-consultation notes system
- Rating and review system
- Consultant payment management
- Video consultation UI

Deliverables:

- Video consultations working
- Recording and transcript generation
- Payment to consultants automated

Phase 3: Community & Polish (Weeks 17-24)

Week 17-18: Community Forum

- Forum database schema
- Post creation/editing/deletion
- Comment system with nesting
- Like/award functionality
- Moderation tools (report, remove, ban)
- Search functionality
- Forum UI screens
- Feed algorithm

Deliverables:

- Forum fully functional
- Community engagement features
- Moderation capabilities

Week 19-20: Gamification

- Points and rewards system
- Badges and achievements
- Leaderboards
- Streaks tracking
- Challenges (weekly/monthly)

- Redemption system

- Gamification UI elements

Deliverables:

- Gamification system working

- User engagement increased

- Leaderboard visible to users

Week 21-22: Advanced Features & Content

- Content hub implementation

- Blog articles system

- Video tutorial integration

- E-books storage

- Podcast integration

- Expert webinar scheduling

- Advanced numerology features (Lo Shu Grid, Karmic lessons, etc.)

Deliverables:

- Content hub with articles/videos

- Educational resources accessible

- Advanced features available

Week 23-24: Testing, Optimization & Launch

- Comprehensive testing (functional, compatibility, security, performance)

- Bug fixes and refinements

- Performance optimization

- App store submission (iOS/Android)

- Web deployment

- Marketing materials preparation

- Beta user testing

- Launch preparation

Deliverables:

- Apps in app stores

- Website live

- Fully tested and optimized

Phase 4: Post-Launch (Months 9+)

Ongoing Activities

- User feedback collection and iteration
- Analytics monitoring and optimization
- Server scaling based on load
- Feature requests prioritization
- Content updates and new calculations
- Marketing campaigns
- Regional language expansion
- AI model fine-tuning

9. Success Metrics & KPIs

User Acquisition Metrics

Metric	Target (6mo)	Target (12mo)
Total Downloads	50,000	200,000
Registered Users	30,000	120,000
Monthly Active Users (MAU)	10,000	84,000
Daily Active Users (DAU)	3,000	36,000
Cost Per Install (CPI)	₹30	₹25
Cost Per Acquisition (CPA)	₹50	₹40

Engagement Metrics

Metric	Target
Average Session Length	8+ minutes
Sessions Per Day (daily active users)	1.5+
Daily Push Notification Open Rate	45%+
Chat Messages Per User Per Week	5+
Consultant Booking Rate	1 per 100 users monthly
Forum Participation Rate	15% of users creating posts

Retention Metrics

Metric	Target (Month 6)	Target (Month 12)
Day 1 Retention	45%	50%
Day 7 Retention	30%	35%
Day 30 Retention	20%	25%
Month 3 Retention	15%	20%
Churn Rate (monthly)	15%	10%

Revenue Metrics

Metric	Target (Month 6)	Target (Month 12)
Monthly Recurring Revenue (MRR)	₹9,00,000	₹40,00,000
Free to Paid Conversion	12%	15%
Average Revenue Per User (ARPU)	₹100	₹250
Customer Lifetime Value (LTV)	₹2,500	₹5,000
LTV:CAC Ratio	50:1	125:1
Paid User Growth (MoM)	25%	20%

Quality Metrics

Metric	Target
App Store Rating (iOS)	4.5+ stars
App Store Rating (Android)	4.5+ stars
Crash Rate	<0.1%
Average Load Time	<2 seconds
API Availability	99.9%
Customer Satisfaction Score	4.0+

Business Metrics

Metric	Target (Month 6)	Target (Month 12)
Gross Margin	65%	70%
Net Margin	-25%	20%
Break-even Month	Month 7	-
Customer Acquisition Cost (CAC)	₹50	₹40
Payback Period (months)	3-4	2-3

10. Risk Management

Risk 1: Low User Acquisition

Probability: Medium | **Impact:** High
Mitigation:

- Aggressive ASO (App Store Optimization)
- Influencer partnerships with spirituality/wellness creators
- Paid ads on Facebook, Instagram, Google
- Referral program with incentives
- Content marketing (YouTube, blogs, podcasts)
- Strategic partnerships with yoga studios, meditation centers

Risk 2: Poor User Retention

Probability: Medium | **Impact:** High
Mitigation:

- Strong onboarding flow with immediate value
- Personalization at scale
- Regular new features and content updates
- Community building
- Gamification and streaks
- Excellent push notification strategy
- User feedback loops and iterations

Risk 3: Competition from Established Players

Probability: High | **Impact:** Medium
Mitigation:

- Superior AI personalization
- Unique features (Lo Shu Grid, Karmic lessons, etc.)
- Better UX/UI design
- Community features
- Better consultant marketplace
- Regional language support early
- Niche focus (numerology-specific, not general astrology)

Risk 4: Monetization Challenges

Probability: Medium | **Impact:** High
Mitigation:

- Multiple revenue streams (subscriptions, consultations, products, affiliate)

- Flexible pricing based on market testing

- Premium content that users value

- High consultant fees to subsidize free tier

- Gradual monetization (free phase 1-2 months, then introduce paid)

Risk 5: Technical Issues & Outages

Probability: Low | **Impact:** High
Mitigation:

- Robust infrastructure with redundancy

- 99.9% uptime SLA

- Comprehensive testing before launch

- Monitoring and alerting systems

- Disaster recovery plan

- Regular backups

Risk 6: Data Privacy & Security Breaches

Probability: Low | **Impact:** Critical
Mitigation:

- End-to-end encryption for sensitive data

- Regular security audits

- GDPR/Indian data privacy compliance

- Secure password storage (bcrypt hashing)

- DLP (Data Loss Prevention) measures

- Privacy policy transparency

- User data controls

Risk 7: AI Model Concerns (Accuracy/Bias)

Probability: Medium | **Impact:** Medium
Mitigation:

- Human expert review of AI responses

- Fallback to template responses if uncertain

- Continuous model fine-tuning

- User feedback on response quality

- Transparent AI limitations communication

- Escalation to human consultants for complex queries

11. Dependencies & Integrations

External Service Dependencies

1. **OpenAI GPT-4 API** - For AI chatbot, rate limiting and fallback plans

2. **Firebase Cloud Messaging** - For push notifications, AWS SNS as backup

3. **Stripe/Razorpay** - For payments, PayPal as backup

4. **Twilio Video** - For consultations, Jitsi as open-source alternative

5. **Divine API / Numerology API** - For calculations, custom engine as fallback

6. **AWS S3 / Google Cloud Storage** - For file storage

7. **Google Analytics / Mixpanel** - For analytics and user behavior

8. **SendGrid / AWS SES** - For email delivery

9. **Auth0 / Firebase Auth** - For authentication (optional, custom implementation possible)

Third-Party Vendor Management

- Service Level Agreements (SLAs) documented

- Fallback solutions identified for critical services

- Cost monitoring and optimization

- Vendor performance tracked monthly

- Contract terms reviewed annually

12. Success Factors & Best Practices

Critical Success Factors

1. **Authentic Numerology Calculations** - Accuracy is paramount

2. **Outstanding User Experience** - Smooth, intuitive, visually appealing

3. **Community & Engagement** - Regular active users

4. **Monetization Balance** - Value-for-money subscriptions

5. **Expert Partnerships** - Quality consultants

6. **Marketing & Growth** - Aggressive user acquisition

7. **Technology Excellence** - Fast, reliable, scalable platform

Best Practices to Follow

- **Iterate Quickly:** Launch MVP, get feedback, iterate based on data

- **User-Centric:** Every decision driven by user research and feedback

- **Data-Driven:** Use analytics to make decisions, A/B test everything

- **Security First:** Privacy and data security non-negotiable

- **Scalability:** Design system to scale from 1,000 to 1M+ users

- **Quality:** Maintain high code quality, comprehensive testing

- **Communication:** Keep users informed about updates, maintenance

- **Transparency:** Clear pricing, no hidden charges, honest AI limitations

13. Team & Resource Requirements

Recommended Team Structure

Phase 1-2 (Months 1-6):

- 1 Full-Stack Developer (you) - Overall architecture and core backend

- 1 Frontend Developer (React/Next.js) - Web application

- 1 Mobile Developer (Flutter) - iOS/Android

- 1 DevOps/Cloud Engineer - Infrastructure, CI/CD, deployment

- 1 QA Engineer - Testing, bug tracking

- 1 Product Manager (part-time/contractor) - PRD, roadmap, requirements

- 1 Designer - UI/UX, wireframes, assets

Phase 3 (Months 7-9):

- Add 1 more Backend Developer - Consultant marketplace, payments

- Add 1 Content Creator - Blog, videos, marketing materials

- Marketing Specialist (contractor) - User acquisition, campaigns

Post-Launch:

- Customer Support (2 people) - Email, chat support

- Data Analyst - Analytics, reporting

- Community Manager - Forum moderation, engagement

14. Development with Qoder IDE

Qoder IDE Advantages for This Project

Advanced AI Code Generation:

- Qoder can generate boilerplate code for API endpoints
- Auto-generate database migration scripts
- Create React/Flutter UI components from wireframes
- Generate test suites automatically

Context-Aware Development:

- Maintain project context across files and modules
- Qoder understands your full architecture
- Provides intelligent code suggestions
- Detects and fixes potential bugs

Multi-Framework Support:

- Supports React, Next.js, Flutter, Node.js
- Consistent code patterns across platforms
- Automatic dependency management
- Framework-specific best practices enforced

Collaboration Features:

- Quest Mode for breaking down complex features
- Pair programming capabilities
- Version control integration
- Code review automation

Productivity Boosters:

- Pre-built component libraries
- Database schema generation
- API contract generation
- Environment configuration automation

Recommended Workflow with Qoder

1. **Project Initialization**
   - Use Qoder to generate project templates
   - Set up folder structure automatically
   - Initialize CI/CD pipelines

2. **Feature Development**
   - Use Quest Mode to break down features
   - Generate database schemas and migrations
   - Create API endpoints with proper validation
   - Build UI components from design specs

3. **Testing & Quality**
   - Auto-generate test suites
   - Create E2E test scripts
   - Performance profiling
   - Security scanning

4. **Deployment**
   - Generate Docker configurations
   - Set up deployment scripts
   - Create monitoring and alerting

15. Go-to-Market Strategy

Pre-Launch (Month 1-2)

- Create landing page and email list
- Partner with spirituality influencers (nano-influencers: 10K-100K followers)
- Content marketing on YouTube and blogs
- Reddit and forum community building
- Press releases to tech and spiritual media

Launch Phase (Month 3)

- Press release to major tech publications
- Launch influencer partnerships
- Paid ads on Meta, Google, YouTube
- Feature on ProductHunt
- Free early access to beta users

Growth Phase (Month 4-12)

- Referral program with incentives
- Organic social media strategy (TikTok, Instagram Reels)
- Partnerships with yoga studios, astrology centers

- Podcast sponsorships (spiritual/wellness podcasts)

- Community events and webinars

- SEO optimization for numerology keywords

- App store featuring push (ASO)

Retention Focus

- Regular feature releases and updates

- User testimonials and success stories

- Community spotlights

- Expert webinars

- Seasonal campaigns (New Year, Diwali, etc.)

Appendix

A. Glossary of Numerology Terms

Term	Definition
Life Path Number	Most important number; represents life's purpose and direction
Destiny Number	Shows your natural talents and abilities
Soul Urge Number	Represents your inner desires and motivations
Personality Number	How others perceive you
Lo Shu Grid	3x3 grid showing presence of numbers 1-9 in birth date
Karmic Lessons	Numbers missing from birth date; lessons to learn
Master Numbers	11, 22, 33 - have special spiritual significance
Personal Year	Annual numerological cycle affecting entire year
Auspicious	Favorable, lucky, opportune
Remedies	Actions/changes to improve numerological alignment

B. Third-Party Service Providers

Service	Provider	Pricing	Notes
Payment Processing	Stripe	2.9% + $0.30	Global + Indian rupee support
Push Notifications	Firebase	₹0	Free tier generous
Video Conferencing	Twilio	$1-2 per min	Reliable, enterprise-grade
AI Model	OpenAI	$0.005-0.03 per token	Very cost-effective
Email Service	SendGrid	₹0-999/mo	Scalable pricing

Service	Provider	Pricing	Notes
Analytics	Google Analytics	₹0	Free for most needs
Cloud Hosting	AWS/GCP	₹5,000-50,000/mo	Depends on usage

C. Additional Resources

Numerology Referenes:

- Numerology books: "The Numerology Handbook" by Hannah Crawford

- Online resources: Numerology.com, Worldnumerology.com

- API documentation: Divine API docs, Numerology API docs

Development Resources:

- Qoder IDE documentation: qoderide.net

- Flutter documentation: flutter.dev

- React/Next.js: nextjs.org

- Stripe integration: stripe.com/docs

- Firebase: firebase.google.com/docs

Marketing Resources:

- App Store Optimization guide

- Growth hacking strategies

- Community building playbook

- Influencer marketing guide

Document Control

Version	Date	Changes	Author
1.0	Nov 4, 2025	Initial PRD document	Product Team
1.1	TBD	Updates based on research	TBD

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END OF DOCUMENT